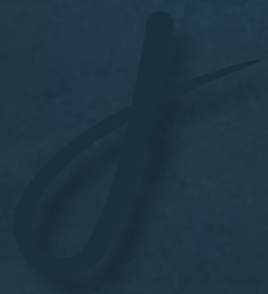




J

Janet Brandon



Introduction

Any great design firm needs a great brand style guide to bring unity to their branding. For the Janet Brandon brand, we have combined some of the inspirations, colours, and font choices that give fuel to our passions about design into a single document. This is our attempt at drafting together the rules and ideas behind the disarray that we would lovingly call our brand.

Moodboard

The inspiration behind our brand is a modern look and feel with a bubbling of optimistic energy and a hint of luxury. Geometry and balance play a large role in our brand identity. All elements of our brand adhere to a minimalistic approach, as each detail is curated to contribute to the impression of the whole design.



Logo Design

Our logo design originated from the duality of a peaceful, natural olive branch combined with the finishing element of a ribbon designed into a J. For scalability, this logo was changed into just the ribbon, then fully redesigned into a more handwritten shape. The new logo may also be placed over a flag form in an alternative logo state.

Original Logo Design



Ribbon Logo Version



New Logo



New Logo with Flag



Colour Palette

Colour is an integral part of our brand. It emanates our identity and forms a feeling of brand recognition in our clients and partners. Our palette of deep, majestic ocean blues inspire a sense of calm dependability, trust and stability, while our warm, uplifting golden tones invoke a feeling of quality, inspiration and optimism.

Evening Sky

#1d3746

Ocean Spruce

#274759

Golden Cream

#d2942a

Tuscan Beam

#e3b83d

Subtle Bisque

#fffef9

Typography

Our typography is used to convey the bold and modern approach which we use in our designs and our work every day. These typefaces represent our brand and should be applied to both our print branding and our web branding alike.

DORSA REGULAR

Used for main headings.

Dorsa Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

NEWS CYCLE REGULAR

Used for all body copy
and secondary headings.

News Cycle Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

